

ABSTRACT

A computer-implemented method of categorizing a customer includes steps of selecting a measure on which the status of the customer is to be analyzed, selecting a calculation period and selecting a comparison method. A lifecycle factor may then be
5 computed, the lifecycle factor being related to both the size and the growth of the customer according to the selected measure. Both the size and growth are determined over two selected calculation periods using the selected comparison method. Selected customers may then be categorized into one of a plurality of lifecycle stages by evaluating a plurality of categorization criteria, at least one of the plurality of categorization criteria including the
10 computed lifecycle factor. For example, the lifecycle stages may include the stages of New, Growing, Stable, Declining, Defected and/or Insignificant. The lifecycle factor may be computed by determining the absolute value of a difference of the selected measure and by multiplying the determined absolute value with a percentage measure growth of the selected measure, both the difference and the percentage measure growth being determined over two
15 selected periods according to the selected comparison method.